

Message Text

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PAGE 01 NEW DE 05617 200918Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W
-----201012Z 022709 /22

R 200554Z APR 77
FM AMEMBASSY NEW DELHI
TO USDOC WASHDC
INFO SECSTATE WASHDC 2816
AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 5617

E.O. 11652: N/A
TAGS: BEXP, IN
SUBJECT: PRELIMINARY REPORT ON CATALOG EXHIBIT: PUMPS, VALVES, AND
COMPRESSORS IN NEW DELHI ON APRIL 14-15.

1. A TWO-DAY CATALOG EXHIBIT ON PUMPS, VALVES, AND COMPRESSORS
WAS HELD IN USIS LIBRARY ON APRIL 14-15, 1977. SHOW AS ORGANIZED
IN COOPERATION WITH INDO-AMERICAN CHAMBER OF COMMERCE AND USIS.
EXHIBIT WAS WELL ATTENDED BY IMPORTANT END-USERS, AGENTS, ENGINEERING
CONSULTANTS, MANUFACTURERS, AND PUBLIC SECTOR COMPANIES.

2. PROMOTION: WE PROMOTED EXHIBIT PRIMARILY THROUGH TWO DIRECT-
MAILINGS ON MARCH 1 AND MARCH 28 TO ABOUT 900-1,000 SELECTED
END-USERS, MANUFACTURERS, AGENTS, CONSULTANTS, AND PUBLIC SECTOR
COMPANIES. AN OPENING CEREMONY AND RECEPTION WAS HELD EVENING OF
APRIL 13 AT EXHIBIT SITE. MR. DAVID SCHNEIDER, CHARGE D'AFFAIRES,
U.S. EMBASSY GAVE THE WELCOMING REMARKS; MR. DAVID L. GALLAGHER,
INDUSTRY REPRESENTATIVE, INTRODUCED CATALOG EXHIBIT; MR. MOHD
FAZAL, SECRETARY, MINISTRY OF INDUSTRY, GAVE KEYNOTE
ADDRESS; AND MR. ROGER SEVERANCE, COMMERCIAL COUNSELOR,
U.S. EMBASSY MADE CLOSING REMARKS. ABOUT 85 PERSONS ATTENDED
OPENING CEREMONY AND RECEPTION. MEMBERS OF LOCAL PRESS WERE INVITED
TO OPENING CEREMONY AND EXHIBIT, AND PRESS RELEASE WAS DISTRIBUTED
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TO LEADING NEWSPAPERS.

3. ATTENDANCE AND INQUIRIES;

A. NO. OF VISITORS: APPROX. 400
(NO. OF REGISTERED VISITORS 348)
B. NO. OF BUSINESS INQUIRES 927

1) REGARDING AGENCY/TECHNICAL COLLABORATION 141

2) REGARDING IMPORTS FOR OWN USE AND 786

TECHNICAL INFORMATION

C. NO. OF FIRMS EXHIBITING 95

D. NO OF FIRMS RECEIVING INQUIRIES 95

4. INDUSTRY TRADE REPRESENTATIVE: MR. DAVID L. GALLAGHER HAD SOME 23 INDIVIDUAL APPOINTMENTS DURING EXHIBIT. HE WAS COOPERATIVE AND HELPFUL IN ANSWERING WIDE-RANGE OF TECHNICAL QUESTIONS OR DIRECTING INQUIRERS TO SOURCES IF HE DID NOT KNOW ANSWERS. WE WERE MUCH PLEASED WITH HIS EFFORTS AND HIS CONTRIBUTION TO OVERALL SUCCESS OF EXHIBIT.

5. USIS SUPPORT WAS EXCELLENT. THEY DESIGNED COVER FOR DIRECTORY OF PARTICIPATING U.S. FIRMS, PREPARED PHOTO PANELS AND DISPLAY SIGNS, PROVIDED DISPLAY RACKS AND FURNITURE, WROTE PRESS RELEASE AND CONTACTED KEY REPORTERS, SUPPLIED A PHOTOGRAPHER, AND FURNISHED A PROJECTIONIST TO SHOW FILM, "COMPRESSED AIR POWER."

6. WRITTEN INQUIRIES GENERATED BY EXHIBIT WERE MAILED TO PARTICIPATING U.S. COMPANIES ON APRIL 19.SCHNEIDER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977NEWDE05617
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770136-1156
Format: TEL
From: NEW DELHI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770438/aaaabgqf.tel
Line Count: 84
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3c882aa2-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2749195
Secure: OPEN
Status: NATIVE
Subject: PRELIMINARY REPORT ON CATALOG EXHIBIT: PUMPS, VALVES, AND COMPRESSORS IN NEW DELHI ON APRIL 14-15.
TAGS: BEXP, IN
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/3c882aa2-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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